

# Tapestry Segmentation Area Profile

Jackson County: Jackson County, MI, 26075, US.Counties  
Geography: County

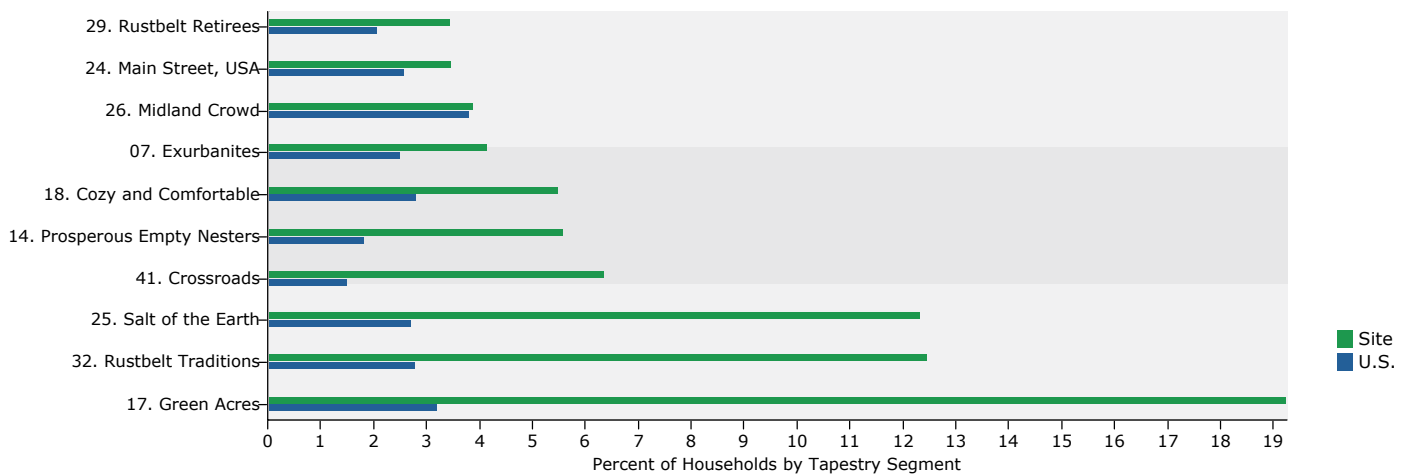
www.businessdecision.info

## Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	17. Green Acres	19.3%	19.3%	3.2%	3.2%	598
2	32. Rustbelt Traditions	12.5%	31.7%	2.8%	6.0%	443
3	25. Salt of the Earth	12.4%	44.1%	2.7%	8.8%	451
4	41. Crossroads	6.4%	50.5%	1.5%	10.3%	419
5	14. Prosperous Empty Nesters	5.6%	56.1%	1.8%	12.1%	306
<b>Subtotal</b>		<b>56.1%</b>		<b>12.1%</b>		
6	18. Cozy and Comfortable	5.5%	61.6%	2.8%	14.9%	196
7	07. Exurbanites	4.1%	65.7%	2.5%	17.5%	165
8	26. Midland Crowd	3.9%	69.6%	3.8%	21.3%	102
9	24. Main Street, USA	3.5%	73.1%	2.6%	23.8%	135
10	29. Rustbelt Retirees	3.5%	76.6%	2.1%	25.9%	167
<b>Subtotal</b>		<b>20.5%</b>		<b>13.8%</b>		
11	53. Home Town	3.5%	80.0%	1.4%	27.4%	238
12	51. Metro City Edge	3.0%	83.0%	0.9%	28.3%	316
13	60. City Dimensions	2.4%	85.4%	0.9%	29.2%	278
14	36. Old and Newcomers	2.2%	87.5%	1.9%	31.1%	111
15	48. Great Expectations	1.8%	89.3%	1.7%	32.8%	103
<b>Subtotal</b>		<b>12.7%</b>		<b>6.9%</b>		
16	22. Metropolitans	1.8%	91.1%	1.2%	34.0%	149
17	57. Simple Living	1.6%	92.6%	1.4%	35.4%	111
18	42. Southern Satellites	1.4%	94.1%	2.7%	38.1%	53
19	30. Retirement Communities	1.3%	95.3%	1.5%	39.6%	87
20	65. Social Security Set	1.2%	96.5%	0.6%	40.2%	182
<b>Subtotal</b>		<b>7.2%</b>		<b>7.4%</b>		
<b>Total</b>		<b>96.5%</b>		<b>40.2%</b>		<b>240</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

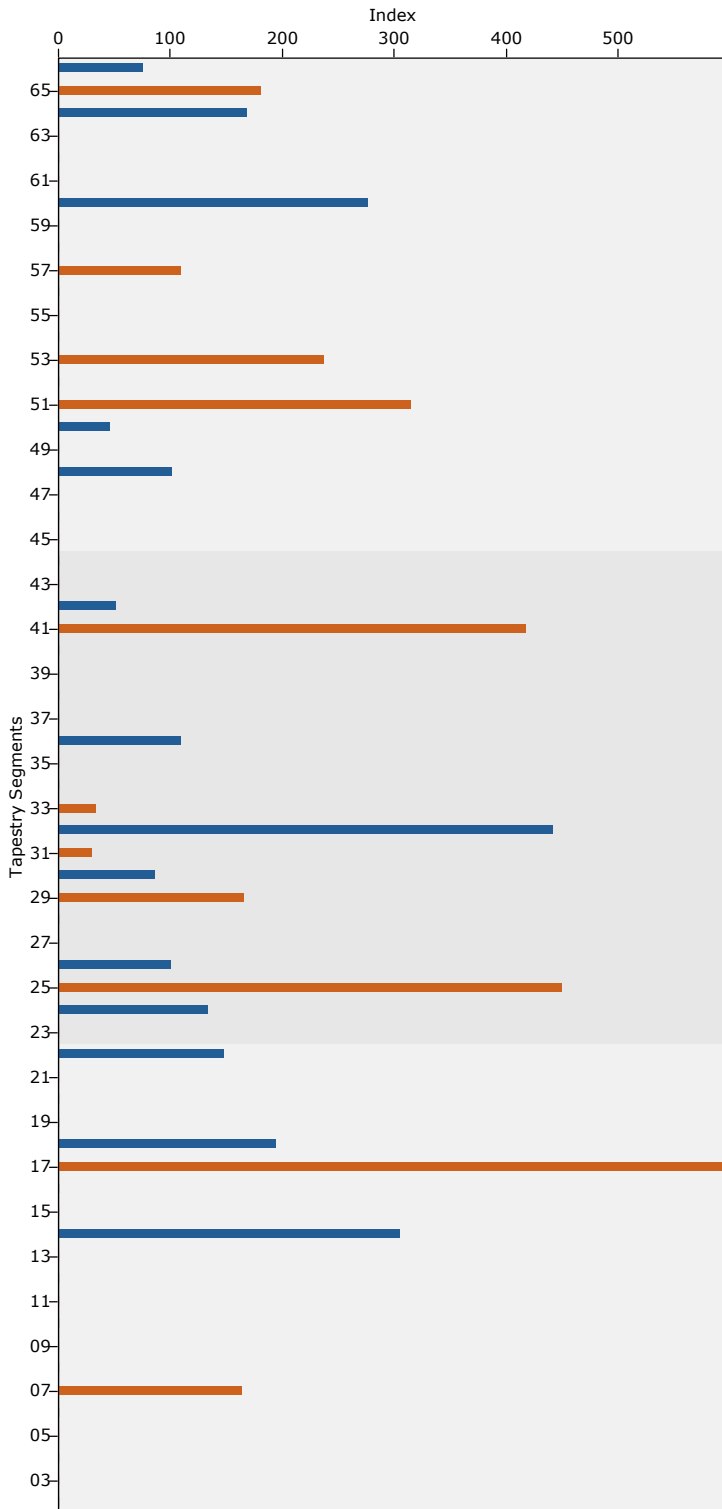
**Source:** Esri

# Tapestry Segmentation Area Profile

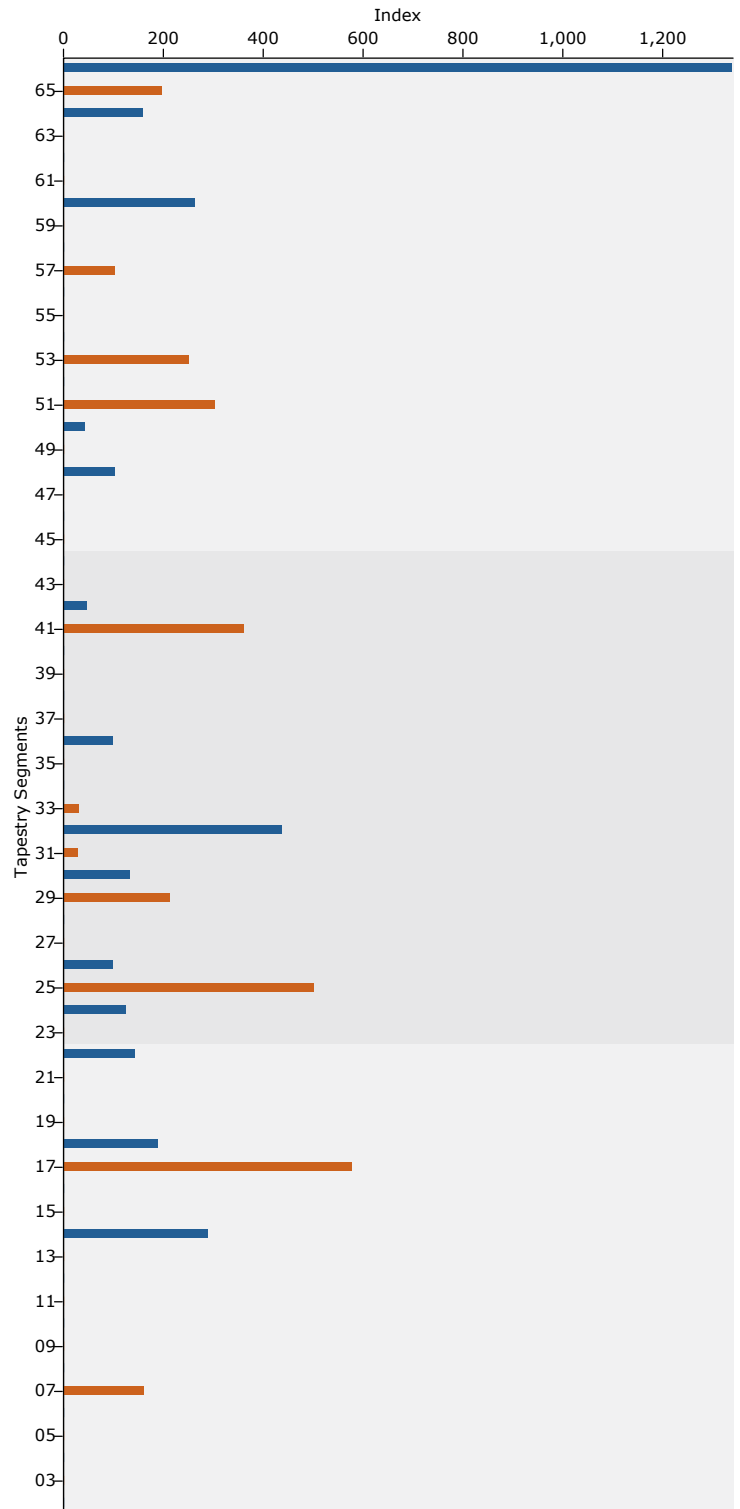
Jackson County: Jackson County, MI, 26075, US.Counties  
 Geography: County

www.businessdecision.info

Tapestry Indexes by Households



Tapestry Indexes by Population



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

# Tapestry Segmentation Area Profile

Jackson County: Jackson County, MI, 26075, US.Counties

www.businessdecision.info

Geography: County

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	60,415	100.0%		162,926	100.0%	
<b>L1. High Society</b>	<b>2,505</b>	<b>4.1%</b>	<b>33</b>	<b>6,830</b>	<b>4.2%</b>	<b>30</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	2,505	4.1%	165	6,830	4.2%	163
<b>L2. Upscale Avenues</b>	<b>14,964</b>	<b>24.8%</b>	<b>179</b>	<b>40,357</b>	<b>24.8%</b>	<b>180</b>
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	11,635	19.3%	598	31,669	19.4%	580
18 Cozy and Comfortable	3,329	5.5%	196	8,688	5.3%	191
<b>L3. Metropolis</b>	<b>2,854</b>	<b>4.7%</b>	<b>90</b>	<b>7,483</b>	<b>4.6%</b>	<b>88</b>
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	1,067	1.8%	149	2,363	1.5%	146
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,787	3.0%	316	5,120	3.1%	306
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	<b>1,301</b>	<b>2.2%</b>	<b>32</b>	<b>2,529</b>	<b>1.6%</b>	<b>30</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,301	2.2%	111	2,529	1.6%	103
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	<b>8,500</b>	<b>14.1%</b>	<b>115</b>	<b>21,929</b>	<b>13.5%</b>	<b>130</b>
14 Prosperous Empty Nesters	3,389	5.6%	306	7,984	4.9%	292
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,088	3.5%	167	6,518	4.0%	215
30 Retirement Communities	762	1.3%	87	2,465	1.5%	136
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	601	1.0%	47	1,419	0.9%	46
57 Simple Living	946	1.6%	111	2,002	1.2%	106
65 Social Security Set	714	1.2%	182	1,541	0.9%	200
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

# Tapestry Segmentation Area Profile

Jackson County: Jackson County, MI, 26075, US.Counties

www.businessdecision.info

Geography: County

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	60,415	100.0%		162,926	100.0%	
<b>L7. High Hopes</b>	<b>1,077</b>	<b>1.8%</b>	<b>44</b>	<b>2,657</b>	<b>1.6%</b>	<b>43</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,077	1.8%	103	2,657	1.6%	105
<b>L8. Global Roots</b>	<b>1,452</b>	<b>2.4%</b>	<b>29</b>	<b>3,920</b>	<b>2.4%</b>	<b>25</b>
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	1,452	2.4%	278	3,920	2.4%	266
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	<b>689</b>	<b>1.1%</b>	<b>14</b>	<b>1,926</b>	<b>1.2%</b>	<b>13</b>
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	689	1.1%	169	1,926	1.2%	162
<b>L10. Traditional Living</b>	<b>10,156</b>	<b>16.8%</b>	<b>193</b>	<b>25,444</b>	<b>15.6%</b>	<b>189</b>
24 Main Street, USA	2,102	3.5%	135	5,179	3.2%	127
32 Rustbelt Traditions	7,540	12.5%	443	19,044	11.7%	440
33 Midlife Junction	514	0.9%	34	1,221	0.7%	34
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>10,411</b>	<b>17.2%</b>	<b>184</b>	<b>30,083</b>	<b>18.5%</b>	<b>200</b>
25 Salt of the Earth	7,464	12.4%	451	22,300	13.7%	506
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	862	1.4%	53	2,089	1.3%	48
53 Home Town	2,085	3.5%	238	5,694	3.5%	253
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	<b>6,505</b>	<b>10.8%</b>	<b>115</b>	<b>16,641</b>	<b>10.2%</b>	<b>110</b>
26 Midland Crowd	2,356	3.9%	102	6,481	4.0%	102
31 Rural Resort Dwellers	300	0.5%	31	714	0.4%	30
41 Crossroads	3,849	6.4%	419	9,446	5.8%	363
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	1	0.0%	77	3,127	1.9%	1340

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

# Tapestry Segmentation Area Profile

Jackson County: Jackson County, MI, 26075, US.Counties

www.businessdecision.info

Geography: County

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	60,415	100.0%		162,926	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	<b>1,403</b>	<b>2.3%</b>	<b>49</b>	<b>3,467</b>	<b>2.1%</b>	<b>38</b>
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	689	1.1%	169	1,926	1.2%	162
65 Social Security Set	714	1.2%	182	1,541	0.9%	200
<b>U3. Metro Cities I</b>	<b>1,067</b>	<b>1.8%</b>	<b>16</b>	<b>2,363</b>	<b>1.5%</b>	<b>13</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	1,067	1.8%	149	2,363	1.5%	146
<b>U4. Metro Cities II</b>	<b>3,515</b>	<b>5.8%</b>	<b>54</b>	<b>8,914</b>	<b>5.5%</b>	<b>55</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	762	1.3%	87	2,465	1.5%	136
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,301	2.2%	111	2,529	1.6%	103
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	1,452	2.4%	278	3,920	2.4%	266
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	<b>10,719</b>	<b>17.7%</b>	<b>162</b>	<b>26,880</b>	<b>16.5%</b>	<b>145</b>
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	2,102	3.5%	135	5,179	3.2%	127
32 Rustbelt Traditions	7,540	12.5%	443	19,044	11.7%	440
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,077	1.8%	103	2,657	1.6%	105

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

# Tapestry Segmentation Area Profile

Jackson County: Jackson County, MI, 26075, US.Counties

www.businessdecision.info

Geography: County

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	60,415	100.0%		162,926	100.0%	
<b>U6. Urban Outskirts II</b>	<b>2,733</b>	<b>4.5%</b>	<b>88</b>	<b>7,122</b>	<b>4.4%</b>	<b>83</b>
51 Metro City Edge	1,787	3.0%	316	5,120	3.1%	306
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	946	1.6%	111	2,002	1.2%	106
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	<b>5,894</b>	<b>9.8%</b>	<b>62</b>	<b>14,814</b>	<b>9.1%</b>	<b>56</b>
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	2,505	4.1%	165	6,830	4.2%	163
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	3,389	5.6%	306	7,984	4.9%	292
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>8,016</b>	<b>13.3%</b>	<b>138</b>	<b>22,121</b>	<b>13.6%</b>	<b>151</b>
18 Cozy and Comfortable	3,329	5.5%	196	8,688	5.3%	191
29 Rustbelt Retirees	2,088	3.5%	167	6,518	4.0%	215
33 Midlife Junction	514	0.9%	34	1,221	0.7%	34
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,085	3.5%	238	5,694	3.5%	253
<b>U9. Small Towns</b>	<b>4,450</b>	<b>7.4%</b>	<b>152</b>	<b>10,865</b>	<b>6.7%</b>	<b>148</b>
41 Crossroads	3,849	6.4%	419	9,446	5.8%	363
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	601	1.0%	47	1,419	0.9%	46
<b>U10. Rural I</b>	<b>21,755</b>	<b>36.0%</b>	<b>316</b>	<b>61,164</b>	<b>37.5%</b>	<b>328</b>
17 Green Acres	11,635	19.3%	598	31,669	19.4%	580
25 Salt of the Earth	7,464	12.4%	451	22,300	13.7%	506
26 Midland Crowd	2,356	3.9%	102	6,481	4.0%	102
31 Rural Resort Dwellers	300	0.5%	31	714	0.4%	30
<b>U11. Rural II</b>	<b>862</b>	<b>1.4%</b>	<b>19</b>	<b>2,089</b>	<b>1.3%</b>	<b>17</b>
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	862	1.4%	53	2,089	1.3%	48
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	1	0.0%	77	3,127	1.9%	1340

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri